

# GREEN HOMES

Claire le Bras  
Madeleine Deroche  
Etienne Egle  
Devin Malone  
Frank Wilbrink

# Value Proposition

## All Listings

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 ★★★★★ (2) [Read Reviews](#) | [Write a Review](#)  
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**2 Luminalt**  
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**3 Cleantech America Inc**  
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**6 Bay Area Solar System**  
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**7 Albion Power CO**  
 ☆☆☆☆☆ Not Rated | [Write a Review](#)  
 871 Oak Street, San Francisco, CA [zip code](#)  
[http://www.albionpower.com](#)  
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**8 UP Solar America**  
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**10 Yingli Green Energy Americas**  
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**11 HRA Consulting Engineers - Hamid Ar**  
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**12 Occidental Power Solar CO**  
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**13 A 1 Electrical Contracting INC**  
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**14 Solarbuzz INC**  
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**18 Solar Tech Systems**  
 ☆☆☆☆☆ Not Rated | [Write a Review](#)  
 3150 18th Street, San Francisco, CA [zip code](#)

# Value Proposition



888-899-3509  
renewable energy, eco friendly &


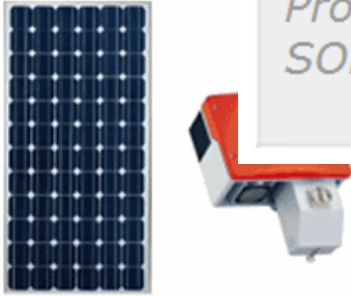
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**EcoKit 7000 Watt S**  
**UniRac Mounting**



**Our Price: \$38,073.95**

Qty:

*Product Code: ECOKIT-7000W-SOLAR-KIT-SMA*

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**Description**  
EcoKit 7000 Watt Solar Panel Kit (Grid Tie)  
EcoKit 7000 Watt Solar Panel Kit, 40-175W Sharp modules, SB6000US SMA inverter & UniRac Mounting  
40 Sharp 175W Panels  
1 SMA SB6000US Inverter

**Related Products...**  
EcoKit 1600 Watt Grid Tie Solar Kit  
**Our Price: \$11,369.95**

# Value Proposition

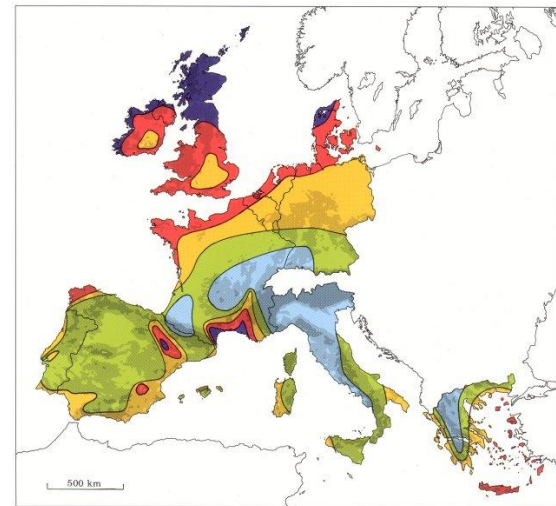
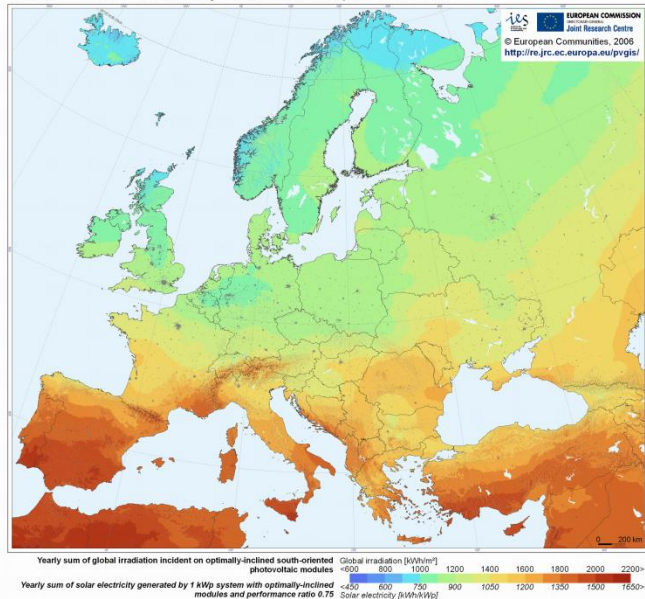
Solving the problem



# Value Proposition

- Europe-wide concept, regional differences
- Customization: tailored to your home and your region

Photovoltaic Solar Electricity Potential in European Countries

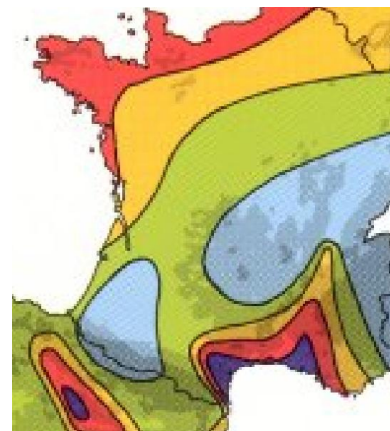
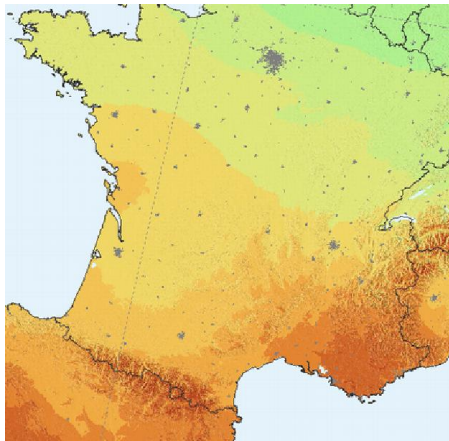


Wind resources <sup>1</sup> at 50 metres above ground level for five different topographic conditions									
Sheltered terrain <sup>2</sup>		Open plain <sup>3</sup>		At a sea coast <sup>4</sup>		Open sea <sup>5</sup>		Hills and ridges <sup>6</sup>	
m s <sup>-1</sup>	Wm <sup>-2</sup>	m s <sup>-1</sup>	Wm <sup>-2</sup>	m s <sup>-1</sup>	Wm <sup>-2</sup>	m s <sup>-1</sup>	Wm <sup>-2</sup>	m s <sup>-1</sup>	Wm <sup>-2</sup>
> 6.0	> 250	> 7.5	> 500	> 8.5	> 700	> 9.0	> 800	> 11.5	> 1800
5.0-6.0	100-250	6.5-7.5	300-500	7.0-8.5	400-700	8.0-9.0	600-800	10.0-11.5	1200-1800
4.5-5.0	100-150	5.5-6.5	200-300	6.0-7.0	250-400	7.0-8.0	400-600	8.5-10.0	700-1200
3.5-4.5	50-100	4.5-5.5	100-200	5.0-6.0	150-250	5.5-7.0	200-400	7.0-8.5	400-700
< 3.5	< 50	< 4.5	< 100	< 5.0	< 150	< 5.5	< 200	< 7.0	< 400



# Initial Market

- South of France
  - Large potential for wind and solar
  - Electricity main source of energy (synergy)
  - Encouraging subsidies
  - Unconsolidated market

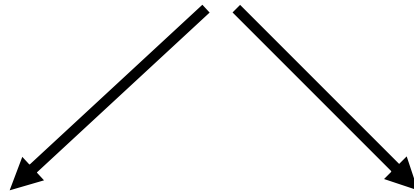


# Target customer

- Middle class/upper middle class
- Homeowners
- Post-secondary education
- Busy professionals without time to figure it all out on their own

# Target customer

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- Homeowners
- Post-secondary education
- Busy professionals



Mr Green

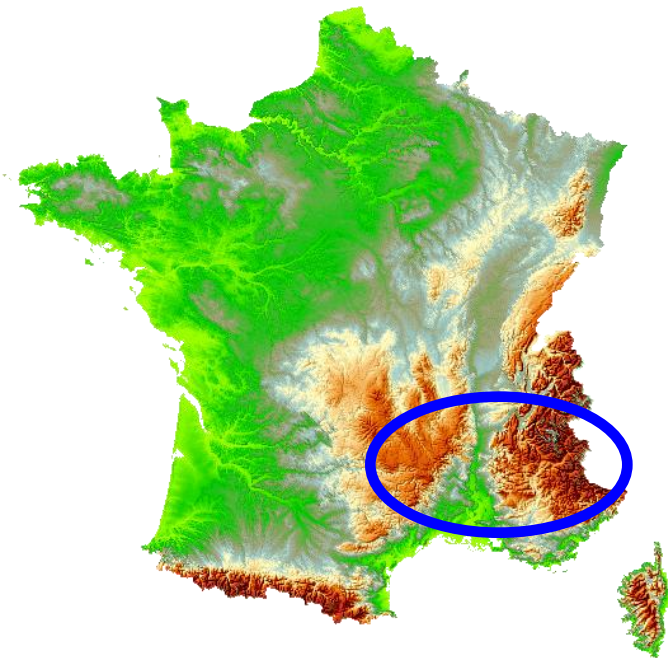


Mr Pragmatic





# Current Market



## Features:

- Households: 500 000
- Incomes: > 25 000 € / year

## Trends:

- Fluctuating costs of fossil fuels
- Decreasing costs of PV and other renewable generation
- Security of supply
- Changes in trends in heating (e.g. electric --> biomass)

# Financing

*Assumption: Single house, 120m<sup>2</sup>, electrical heating, bad insulation*

What we offer:

PV panels 2 kWp =		15'000 €
Installation PV =	+	2'000 €
Insulation (walls + roof)=	+	13'500 €
Discount (15 %) =	-	4'575 €
Subsidies + tax credit =	-	9'370 €
=		16'555 €

Electricity saving per year = 600 €

Electricity sale per year = 1'430 €

**Payback time → 8 years**

# Financing

## Income statement:

- Wages	150'000 €
- Web & design	20'000 €
- Marketing	50'000 €
- Other operating costs	10'000 €
- Taxes	18'000 €
	= 248'000 €

## Flat reference fee:

1660 €/household

*(5 % of the initial investment of the household)*

**Break even → 150 installations per year**

**~ 15 % profit → 170 installations per year**

# Competitive environment

	Single houses	Installation management	Infos management	Package/ Synergy	Discount	Community
Evasol	O	O	O	X	X	X
France Panneaux Solaire	O	O	O	X	X	X
Caden's Conseil	O	O	X	O	X	X
Energia	O	O	O	O	X	X
Economie d'Energie	X	X	O	O	X	O
ADEME	X	X	O	O	X	X
Green Homes	O	O	O	O	O	O

# Critical Success Factors

- Critical mass of customers - timely group success
  - Simple, attractive web portal
  - Social networking
- Strong customer relationships
  - This idea can be copied!
- Strong partner relationships
  - Generation and efficiency suppliers & installers
- Subsidies should be maintained

# House Diagram

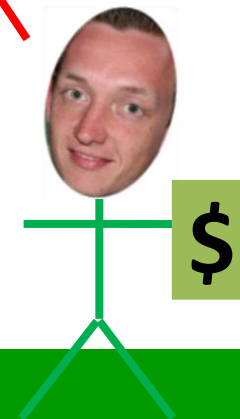
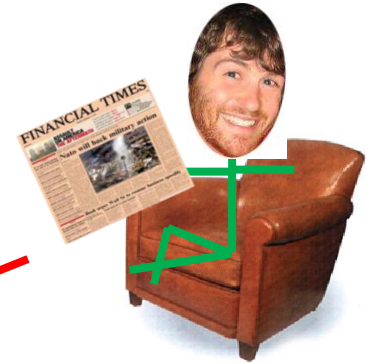
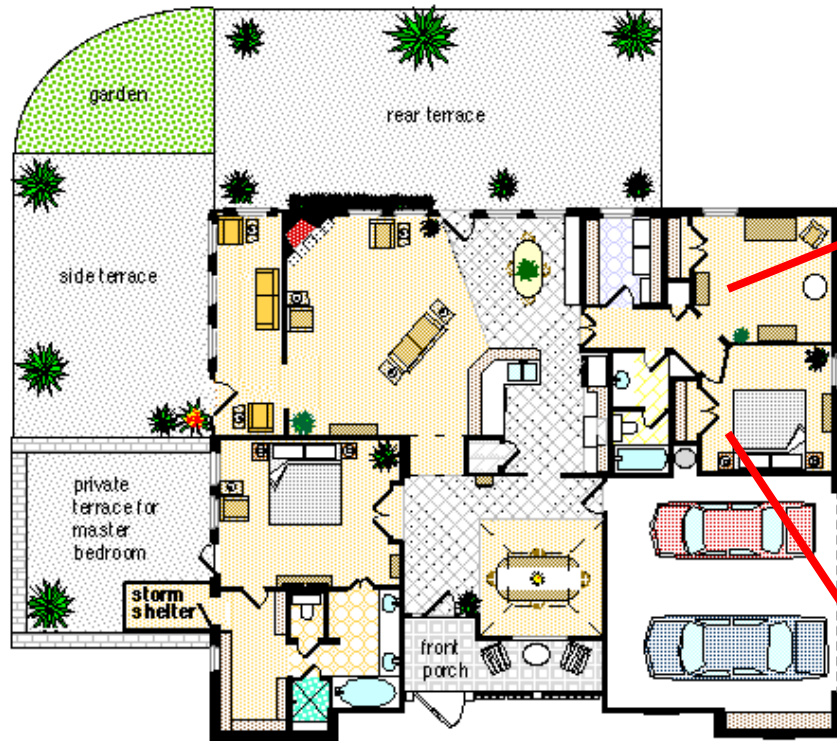




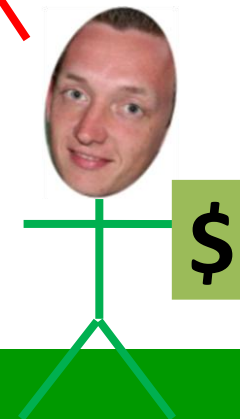
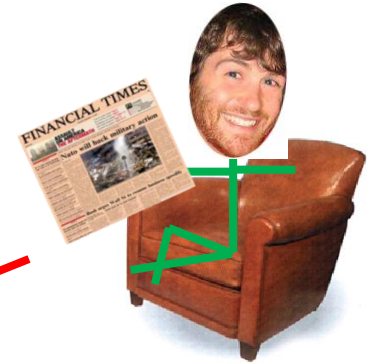
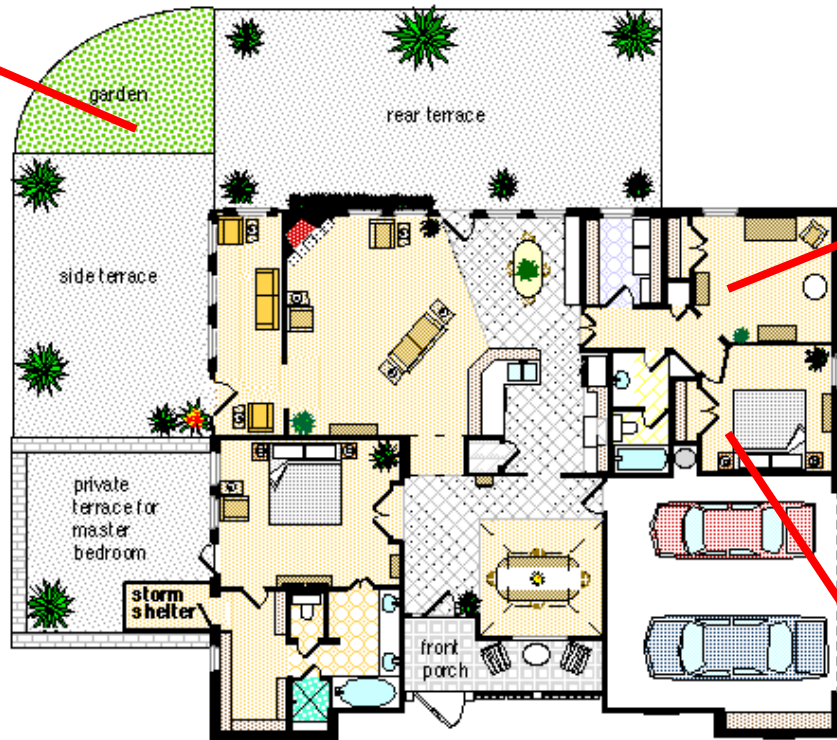
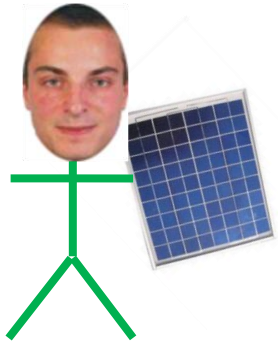
# House Diagram



# House Diagram

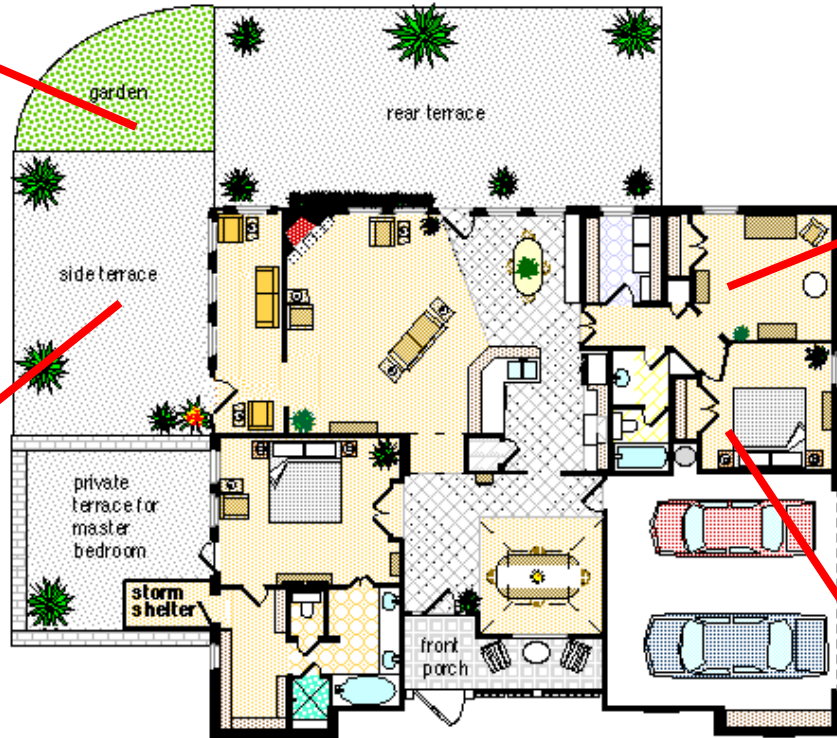
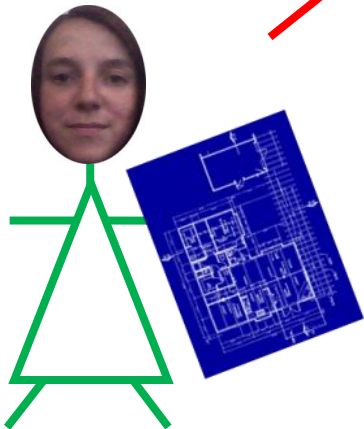
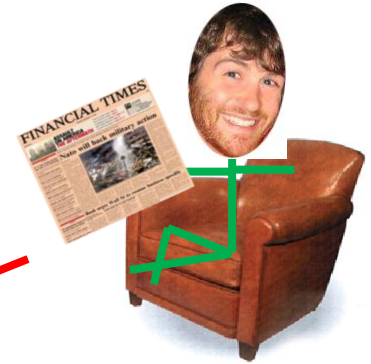
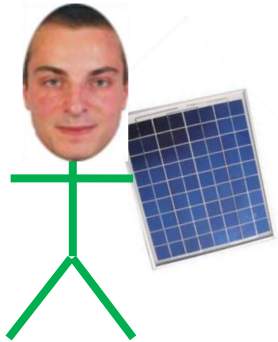


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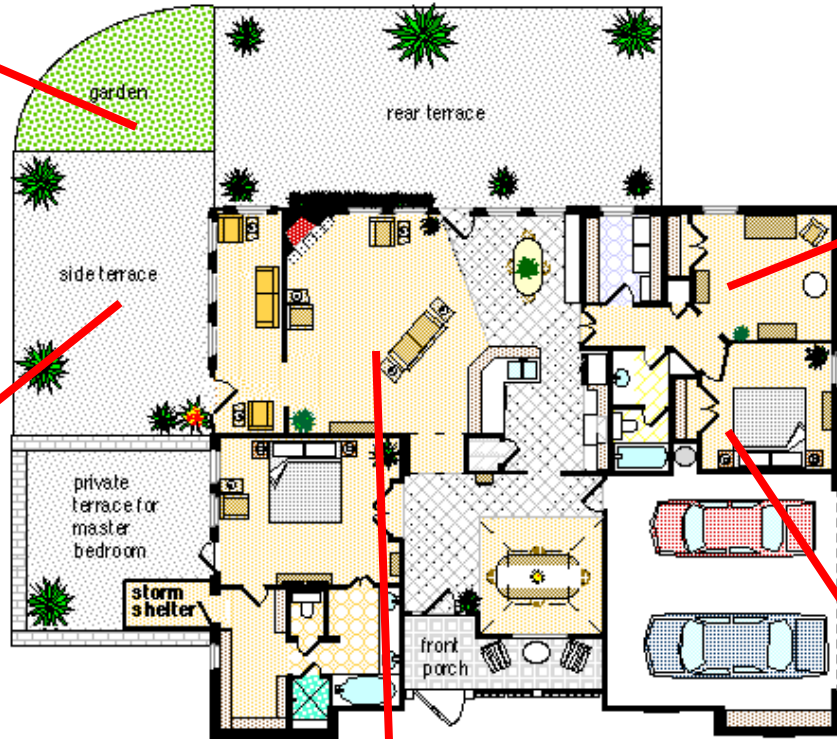
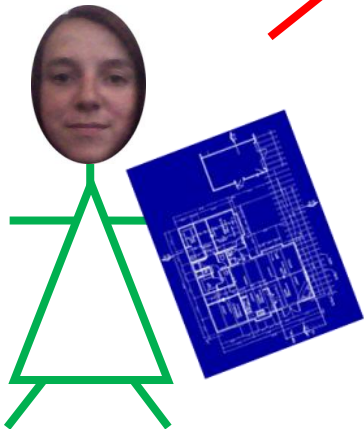
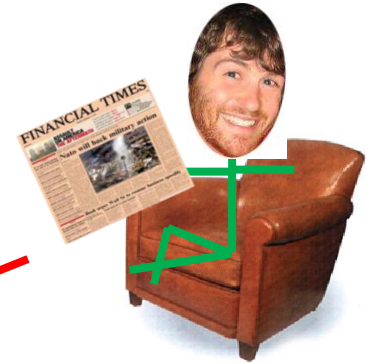
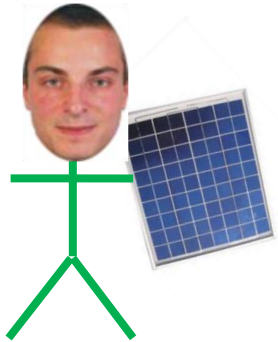




# House Diagram



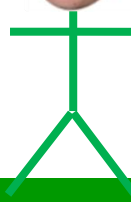
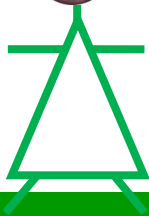
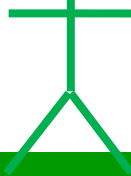
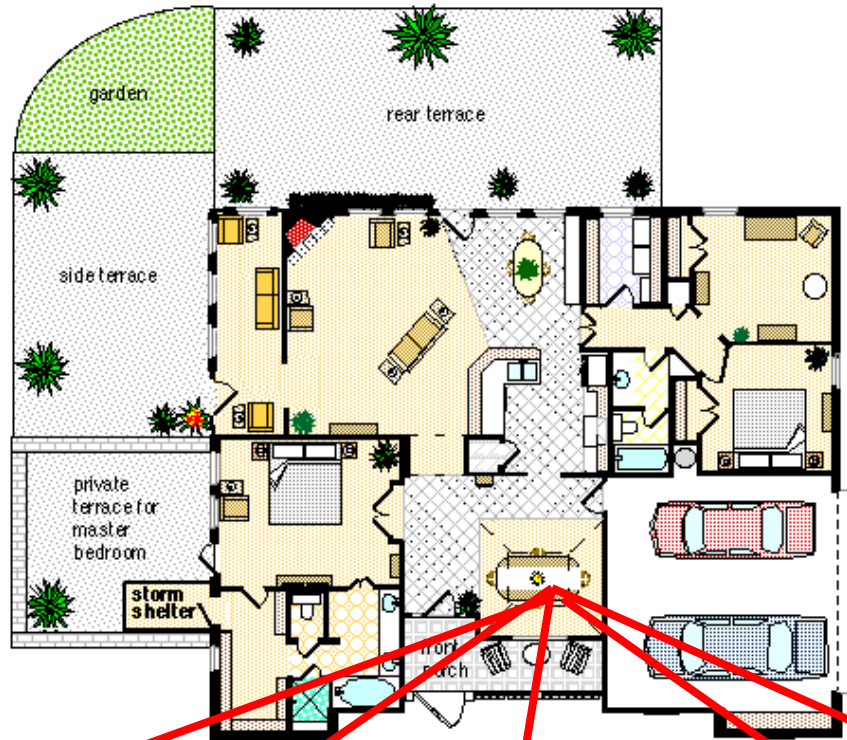
# House Diagram



CHOOSE  
US !!!!



# House Diagram







THANK

YOU

SAVE THE MONEY,

YOU

SAVE THE PLANET,

WE

DO ALL THE WORK!